



Federal Information Systems Security Educators' Association
AWARENESS • TRAINING • EDUCATION

Selling, Training, Teaching, Doing: Tips from the Stool

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Our General Guidelines

- Network, network, network...
- Be a little nuts.
- Know your audience and objectives.
- Know the Stakeholders.
- Ask permission if you must.
- If you don't want the answer, don't ask.
- Keep list of Challenges and Successes handy.
- Ask for options, but make your own decisions.
- Stop looking for credit – Give it.
- If you don't know the answer – Don't guess.
- Tell stories and relate to audience.

First Steps

- **Management expectations**
- **Identify Stakeholders**
- **Know responsibilities**
- **Assume authority required**
- **Know when to ask permission**
- **“Just do it.”**

Resources

- **Networking**

- Associations

- FISSEA, ISSA, FEW, etc.

- Conferences/Workshops

- FIAC, GovSec, FISSEA Workshops, etc.

- Mentors, Executives' support staff

- **Influence and Dollars**

- Auditors, Executives

- Budgeters, Key Project Managers

- **Quick One-Page Requirement Statement**

- Catchy Title, Point of Contact, Requirement, Options, Recommendation, and Funding.

Management

- **Brief and Positive**
- **Mission and Management objective based**
 - What is coming and impact.
- **Know the Managers**
 - Early or Late (Normal work day schedule)
 - Overview or Detailed
 - Questions or Solutions
- **Enemies or Allies**
 - Executive Staff, Peers, Mid-level managers, etc.
 - Auditors
 - Budgeters

Employees

- **Short and Simple (KISS)**
- **Solve with Technical/Procedural Solutions**
- **Know your audience**
 - Solve with Stickers
 - Give Techies the Jazz
 - Sea Stories
- **Work with others**
 - Physical/Facility Security Personnel
 - Human Resources, Data Center Staff
 - CFO, CIO, OIG